

### EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Ronald J. Schoebaum on 11/21/11.

The application has been amended as follows:

52. (currently amended) A system for responding to web page requests, the system comprising:

- a web server system that comprises one or more physical servers, said web server system responsive to page requests from browsers running on user computing devices by generating and serving web pages that include data retrieved from one or more services, said web server system operative to respond to a request from a browser for a web page according to a process that comprises:

- sending a service request to a service to request service data to be displayed in the web page;

- while the service request is pending, transmitting to the browser at least a first portion of the web page, said first portion including content that is viewable with the browser while the service data is being retrieved, and including a placeholder for the requested service data;

- after the service responds to the service request by returning the service data, sending the service data to the browser; and

- causing the browser to execute a page update handler that, when executed, causes a viewable representation of the service data to be incorporated into the first portion of the web page to complete the web page.

***Allowable Subject Matter***

The following is an examiner's statement of reasons for allowance: The present invention distinguishes over the prior art of record for many of the reason as argued in the appeal brief dated 1/3/2011. The present invention is directed to a method of placing placeholders in a webpage that are replace with dynamic content in between the time of delivery of the website and the delivery of the content to the client, causing the browser to update the website. This differs form prior art in that there are two type of related systems that operated differently then the present invention. First is advertising systems that make use of placeholders as template for websites, but the placeholder is replaced with an advertisement at the server, where as the presently claimed invention replaces the placeholder with an ad at the server. Second is the system as described in Brown et al. (United State Patent Application Publication 2002/0046052) which describes a webpage using place holders and the end user paying a fee to replace the placeholder content with content, but again this is done at the server or is not done in response to the initial request and not replaced upon the service response. Therefore the present invention distinguishes over the prior art of record.

Additional as mention in the interview, claim 52 is amended to be consistent in scope to independent claim 1.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

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***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. See attached Notice of references cited (if appropriate).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to AJAY BHATIA whose telephone number is (571)272-3906. Also any interview requests should be faxed directly to the examiner at (571)-273-3906. The examiner can normally be reached on M, T, H, F 9:00-3:30, Also please fax interview requests to 571-273-3906.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Caldwell can be reached on (571)272-3868. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Ajay Bhatia/  
Primary Examiner, Art Unit 2445